

IS EL PASO REALLY GROWING?

LOOK AT THE NEW BUILDING

*Scores of Big Enterprises In Progress, All Destined to Make El Paso More Than Ever the Great Metropolis of the Great Southwest---
New Streets, New Factories,
New Homes and New
Business Houses*

You Mr. Man!

GO OUT and listen to the sound of the hammers upon new buildings going up on every side.

Go view the Franklin canal swarming with men and teams for ten miles in the process of the government's expenditure of \$200,000.

Go out and see the army of men engaged in the enlargement of Fort Bliss at a cost of \$300,000.

Take a look at the hundreds of new homes going up, the new roofs that rise in a night and dot the landscape in every direction.

Make note of the two miles of new street car lines added in the last few months and the 12 miles of interurban railway leading into the valley.

Go count the new acres being placed under cultivation in the fertile Rio Grande valley, the setting out of orchards, the planting of vineyards, the building of country estates.

Go witness the miles of asphalt roads being laid by the County of El Paso at a cost of \$350,000, all leading into this city.

Pay a visit to the smelter and see the trainloads of machinery waiting to be installed inside the walls that are now rising at a cost of \$350,000 for its doubled plant.

Take account of the recent overwhelming vote for a bond issue of \$350,000 to build a joint county and city skyscraper.

Put down the fact that a \$200,000 high school is assured.

Go look at the corner of Mills and Stanton streets where a \$200,000 postoffice and federal building is going up this year.

Go out and view the swarms of the city's workmen engaged in laying pavement.

Go up onto the mesa rim and contemplate the scenic highway, for which an appropriation of \$50,000 is assured.

Make a mental jotting of the erection of a 12 story steel bank skyscraper on Stanton street and a proposed 15 story building on San Antonio street.

Consider the proposed city bond issue for \$150,000 sewer extensions and \$100,000 waterworks improvements.

Go out and look at the site of the new state school of mines which is now assured.

Refresh your spirit of optimism with the recollection that the Elephant Butte dam, the biggest project that ever came to any western city, is nearing completion.

Go view the building of churches, apartment houses, business blocks.

Take a look at the throngs of people that crowd the streets, the hotels filled to overflowing, the congested business district and crowded stores.

Go out and investigate and satisfy yourself that rent houses are at a premium and apartment buildings filled to capacity.

Ride out to Fort Bliss and view the troops and refugees, whose presence here pours thousands of dollars every day into the business coffers of the city.

Investigate the showing of the latest city directory of an increase in population of 15,000 in the last three years.

Ride down the valley and see where the G. H. & S. A. railroad proposes erecting its shops and building its terminals at a cost of \$500,000.

Recollect that the railroads and Chamber of Commerce are spending \$25,000 in advertising El Paso.

Investigate. Go about. Look. Find out for yourself. Then pinch yourself to see if it is a dream. For it seems almost too wonderful a record of growth, expansion and progress to be true. It is almost as a dream city building in the web of imagination, a metrop-

olis springing up like magic. Yet the facts are all here, and this is one of those things, almost too good to be true, yet really true, a tax upon the imagination, yet cold, sane and sound facts.

No Western City

ever faced such opportunities, such marvelous certainties of wonderful growth as confront El Paso today. It is truly "The Time, The Place and The City." The voice of opportunity calls in El Paso today, NOW. It echoes amidst the hum of business traffic. It calls from the peaks of Mt. Franklin and from this beautiful valley spread like a panorama below. On every side the story of progress is told in the most vivid and striking language, in the hum of activity, the sights and sounds of building, of development and of improvement.

The great forces of Nature are working for El Paso. Uncle Sam is spending millions right at the city's doorway. Outside capital in its westward march has turned its eyes upon the Pass City. Railroads, banks, manufacturers and large corporations are working and planning for the business and profits that the next few years of great expansion will bring.

Fortunes will be made in El Paso in the next few years. The wise investor of 1914 in El Paso and valley real estate will be the rich man of 1920. The history of Los Angeles, of Seattle, of Denver, of Vancouver, of Oklahoma City and of Portland will be duplicated here. This is certain to be a big city. It will be a metropolis. It will serve a trade territory, increasing in richness year by year, that is an empire in itself.

Population Creates Values

The number of persons is what gives value to location. In a small town with a few hundred population a building lot is worth \$100. In a city of 100,000 people it is worth perhaps \$150,000. The population of El Paso is increasing by leaps and bounds and yet the big movement has barely commenced. Thousands of people will pour in here in the next few years. Values will soar. New buildings will go up as if by magic and fortunes will be made in a week.

The Wise Man Sees This

The wise man knows this. The wise man in El Paso today is investing every dollar at his command in this city and valley. He will cash in his holdings five-fold and reap the just returns of his wisdom and foresight. He knows the outside world is talking about El Paso. He knows big things are in store for this city. He sees the evidence of this on every side and reads the message of progress in a thousand manifest signs. He takes example therefrom and builds the foundation of a fortune in the surest way known to man, investment in real estate in or near a growing city.

The "Man Who Never Had a Chance"

"The wait-until-tomorrow fellow," "the may-be-so brother," the "quitter," the "doubter" see the same signs. But they will "wait a little while." They "will think about it." They will "act tomorrow or next year" and while they doubt and think and hesitate and put off values rise, the fortunes of the other fellow are made and the chance to ride forward upon the momentum of the greatest western city of progress is gone. El Paso speaks a message to the world today. Its own public must heed that message first.

Begin! That's the Magic Word

The man who can make himself start can conquer worlds. Doubts accomplish nothing. Decisive action accomplishes everything. A man worth a hundred thousand dollars said the other day: "The first investment in El Paso property I made was with fear and trembling. I was a believer in the value of such investment and a believer in the city's future, yet I hesitated to make the start. I was afraid to make the first move, to take the initial plunge. I doubled my money on that investment in less than a year and I have been making deals and buying and selling El Paso real estate ever since."

The Matter of Profits In Real Estate

in this city is yet in its infancy. It has just barely begun. The next few years will see the lessons of the past repeated over and over again. Ground now considered worthless or selling for a few dollars a lot will be subjected to such changes in the advance of progress as to make it double, treble and quadruple in value. Prices of lands and business property that now are regarded as high will so far advance as to make the present offering, when looked back upon, realized as a genuine bargain. The man of hindsight will then tell

the old story, "I could have bought for such and such a price, now it's worth so and so." The man of foresight will gleefully relate, "I bought for such and such a price, now it's worth so and so." We hear these expressions over and over again now as to what could have been done five years ago. Just look five years into the future and the same things will then be said about conditions today.

What could have been done but wasn't is the poorest gospel in the world. Yesterday is gone forever. Today is here. Tomorrow may be too late. It is the man of force and action who wins. The man who lives in the present, not in the past, spends no time repining because of opportunities gone but draws his lessons from them to force a bit of the future and not let another decade find him relating the same old story. "All eyes on El Paso" is the magic sentence today for the man of action. Bigger opportunities than ever before are here today. Choose now which class the next five years will find you in, those who tell of opportunities seized or chances missed.

"A prophet hath no honor in his own country" and "Far fields look greenest" are old proverbs that have a bearing on El Paso conditions today. Men are too prone to look at distant visions, failing to notice the pearls that lie at their feet. El Paso was recently treated to the spectacle of two Californians going into ecstasies over the future of the Rio Grande valley, in which they bought a tract of land, declaring it the best investment they had seen in the southwest. A man from Kansas City recently bought half a block of lots in one of El Paso's subdivisions. He considered it a 25% investment above anything he could buy in his own city and said so.

There is a story of a man who braved the snows of the Klondyke for three years, then came back home empty-handed. He started to put in a garden and on the first day of his return dug into a pocket of gold nuggets in his own back yard. Men of El Paso do you catch the lesson? Right here in this city, staring you in the face from every angle, are opportunities unequaled anywhere in the United States. The future beckons to El Paso. You, as an integral part of its human family, may benefit by its growth if you but will. Fortunes will be made here in the next few years. Will yours be among them? Ask yourself this question today. El Paso's advancement points the way. Have you the foresight to follow?

Let El Paso Work For You

as San Diego worked for Spreckles, as St. Louis worked for David R. Francis. The rise of every American city has carried some men up with it, from poverty or mere moderate circumstances to affluence. There are men in El Paso today who owe every dollar they possess to the investments they have made here and the strides this city has made in the past. Ten years from now will see a new crop of the same successes made. Will yours be counted as one of them? It will if you have foresight. If you seize the opportunities of today. It's up to you.

El Paso's Future Is Your Future

if you but make it so. A city at whose doorway the greatest government in the world sees fit to spend millions must have something in store for it. A city to which the great railroad lines build and are building in a solid phalanx must loom up in the commercial life of the west. A city that is building monuments of concrete and steel must endure. The world takes off its hat to the man who can see ahead. There is no room in American progress today for the follower of the dark channels of introspection. The man whose foresight speaks the word of action must succeed. The man who can picture things as they will be even one year ahead must win. It is the old maxim of get there first. What the whole public sees is of no advantage. What one man sees in advance of the rest is his fortune. Not the man who gets there first after it happens "makes the killing," but the man whose far sighted vision shows him in advance what is coming and who is on the ground prepared for it, "gets the grapes."

When peace comes in Mexico and the big dam is finished the era of prosperity on which El Paso is now entering will be in full blast. There are men in El Paso who are prepared for this and who will reap immense returns. There are others who sit by in apathy waiting for it all to happen, thinking then will be time enough to act. You can draw your own conclusions as to which will profit most.

The golden year of 1914 has ushered in the period of El Paso's greatest growth. All signs proclaim it. The ear of the outside world has turned to listen. "El Paso in the Lead" is the watchword of the west. One big project follows upon the heels of another. The lamp of progress lights the way to unprecedented expansion. Opportunity calls to every man within the Pass City's gates. Your fortune is in the making and you may make it what you will.

For Real Estate Investments See the Following, Which Are Arranged in Alphabetical Order:

Anderson Filler Realty Co.
1-2-3-4 Buckler Block.
Austin & Marr
Caples Building.
304 San Antonio St.

Broaddus & LeBaron
209-210 First National Bank
Building.
A. P. Coles & Bros.
202 N. Oregon.

Wyeth Doak
Herald Bldg. (Ground Floor.)
Heineman, Gillett & Turk
209 Mills St.

Latta & Happer
207 Mesa Ave.
Charles H. Leavell
Room 1, Morehouse Block.

H. M. "Jim" Maple
806-807 Mills Bldg.
Mayfield Building & Im-
provement Co.
612-613 First National Bank
Building.

Newman Investment Co.
104 San Antonio St.
W. F. Payne
401 Mesa Ave.

Perry, Kirkpatrick Realty
Co.
209 Mesa Ave.
White, Paden Realty Co.
11-13 Morgan Building.